This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method
2 comprising:
3   determining whether or not a condition is met,
4 responsive to an ad request associated with a target
5 document, wherein the target document is associated with a
6 resource for rendering content;
7   if it is determined that the condition is met, a first
8 entity providing a set of at least one ad to be rendered
9 via the resource; and
10   if it is determined that the condition is not met, the
11 first entity ~~signaling~~ indicating the availability of at
12 least a portion of the resource to a second entity.

1 Claim 2 (previously presented): The computer-implemented
2 method of claim 1, wherein the first entity includes a
3 content ad system.

1 Claim 3 (previously presented): The computer-implemented
2 method of claim 2, wherein the second entity includes a
3 publisher with which the target document is associated.

1 Claim 4 (previously presented): The computer-implemented
2 method of claim 3,
3   wherein the ad request associated with a target
4 document is made by a publisher,
5   · wherein the publisher requests the ad from the first
6 entity, and
7   wherein the act of determining whether the condition
8 is met is performed by the first entity.

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1 Claim 5 (previously presented): The computer-implemented
2 method of claim 4, wherein the condition depends on whether
3 the first entity determines the target document can be
4 crawled, and if not, determining that the condition is not
5 met.

1 Claim 6 (previously presented): The computer-implemented
2 method of claim 4, wherein the condition depends on whether
3 the target document is available for analysis by the first
4 entity to determine if a relevant ad is available for
5 rendering, and if not, determining that the condition is
6 not met.

1 Claim 7 (previously presented): The computer-implemented
2 method of claim 4, wherein the condition depends on whether
3 the target document contains negative subject matter, and
4 if so, determining that the condition is not met.

1 Claim 8 (previously presented): The computer-implemented
2 method of claim 7, wherein negative subject matter includes
3 at least one of tragic events, pornography, alcohol
4 promotion, tobacco promotion, gun promotion and gambling
5 promotion.

1 Claim 9 (previously presented): The computer-implemented
2 method of claim 4, wherein the condition depends on whether
3 the first entity determines if a threshold number of
4 sufficiently relevant ads are available to render in
5 association with the target document, and if not,
6 determining that the condition is not met.

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Claim 10 (previously presented): The computer-implemented
method of claim 9, wherein the threshold number of
sufficiently relevant ads depends on a degree of topical
correlation between a plurality of ads available to the
first entity and subject matter of the target document.

Claim 11 (previously presented): The computer-implemented
method of claim 4, wherein the condition depends on whether
the first entity determines if a threshold number of ads
are available to render in association with the target
document, and if not, determining that the condition is not
met.

Claim 12 (previously presented): The computer-implemented
method of claim 4, wherein the condition is met if the
first entity determines that net revenue for rendering the
ad will be positive.

Claim 13 (previously presented): The computer-implemented
method of claim 12, wherein the act of determining whether
net revenue for rendering the ad will be positive, by the
first entity, comprises:
    determining whether or not a payment is to be paid to
a publisher for rendering the ad; and
    estimating gross revenue derived from an advertiser
for rendering the ad in association with the target
document.

Claim 14 (previously presented): The computer-implemented
method of claim 13, wherein the payment depends on a number
of impressions of the ad using the resource of the target
document.

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1 Claim 15 (previously presented): The computer-implemented
2 method of claim 13, wherein the gross revenue depends on a
3 number of impressions of the ad using the resource of the
4 target document.

1 Claim 16 (previously presented): The computer-implemented
2 method of claim 13, wherein the gross revenue depends on an
3 estimated clickthrough amount for the ad if rendered using
4 the resource of the target document.

1 Claim 17 (previously presented): The computer-implemented
2 method of claim 1, wherein the first entity includes a
3 first ad system and the second entity includes a second ad
4 system.

1 Claim 18 (previously presented): The computer-implemented
2 method of claim 17, wherein the first ad system is a
3 content ad system.

1 Claim 19 (previously presented): The computer-implemented
2 method of claim 17, wherein the content includes a set of
3 one or more ads.

1 Claim 20 (currently amended): The computer-implemented
2 method of claim 1,
3   wherein the ad request associated with the target
4 document is received by the first entity,
5   wherein the target document is requested by a client
6 system and the ad request includes an identifier of the
7 second entity,

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8   wherein the first entity determines to redirect the
9   request to the second entity based on a set of one or more
10   criteria, and
11   wherein the act of ~~signaling~~ indicating the
12   availability of the resource includes the first entity
13   setting a location field in an outgoing hypertext protocol
14   header with the identifier, causing the target document to
15   be output to the client system with the content rendered by
16   the second entity.

1   Claim 21 (previously presented): The computer-implemented
2   method of claim 20, wherein the identifier includes an
3   alternative content URL.

1   Claim 22 (previously presented): The computer-implemented
2   method of claim 20, further comprising using remote
3   scripting to process the ad rendering request.

1   Claim 23 (previously presented): The computer-implemented
2   method of claim 21, wherein the remote scripting includes
3   an iframe.

1   Claim 24 (previously presented): The computer-implemented
2   method of claim 23, wherein the iframe is named to identify
3   the ad rendering request to the first entity.

1   Claim 25 (previously presented): The computer-implemented
2   method of claim 1, wherein if it is determined that the
3   condition is not met, the first entity indicating to an
4   external entity that the condition is not met.

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1 Claim 26 (previously presented): The computer-implemented
2 method of claim 25, further comprising identifying, by the
3 first entity, the condition to the external entity.

1 Claim 27 (previously presented): The computer-implemented
2 method of claim 26, wherein the external entity is the
3 second entity.

1 Claim 28 (previously presented): The computer-implemented
2 method of claim 26, wherein the external entity includes a
3 publisher.

1 Claim 29 (previously presented): In an ad system, a method
2 for handling ad rendering requests comprising:
3 receiving, by the ad system, a request to provide
4 content to be rendered in conjunction with a target
5 document;
6 determining, based on a set of one or more conditions,
7 whether to provide at least one ad responsive to the
8 request, and if not, redirecting the request to an
9 alternative entity.

1 Claim 30 (original): The method of claim 29, wherein the
2 request identifies the alternative entity.

1 Claim 31 (original): The method of claim 29, wherein
2 redirecting the request includes an identifier to identify
3 the request if redirected from the alternative entity back
4 to the ad system.

1 Claim 32 (previously presented): The method of claim 29,
2 wherein redirecting the request is based on determining

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3 that a threshold number of relevant ads are not available

4 for rendering in conjunction with the target document.

1 Claim 33 (previously presented): The method of claim 29,

2 wherein redirecting the request is based on determining

3 that a threshold amount of monetary gain will not be met if

4 the one or more ads are rendered by the ad system.

1 Claim 34 (previously presented): The method of claim 29,

2 wherein redirecting the request is based on determining

3 that a threshold ad performance level will not be met if

4 the one or more ads are rendered by the ad system.

1 Claim 35 (original): The method of claim 34, wherein the

2 threshold ad performance level depends at least in part on

3 an expected clickthrough rate of the one or more ads if

4 rendered by the ad system.

1 Claim 36 (currently amended): A system comprising:

2   at least one processor;

3   at least one communications interface; and

4   at least one storage device, the storage device

5 storing program instructions which, when executed by the at

6 least one processor, performs a method including:

7   a first means for rendering an ad, by a first

8   means, via a resource of a target document; and

9   a second means for determining, by a second means

10   and based on a set of one or more criteria, whether or

11   not to have the first means render the ad via the

12   resource of the target document,

13   wherein if the second means determines that the

14   first means will not render the ad, signaling

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15   indicating the availability of at least a portion of

16   the resource to an alternative means to render

17   alternative content via at least a portion of the

18   resource.

1   Claim 37 (original): The system of claim 36, wherein the

2   resource includes a display area on the target document.

1   Claim 38 (original): The system of claim 36, wherein the

2   set of criteria includes an expected performance for

3   rendering the ad via the resource of the target document.

1   Claim 39 (new): The method of claim 29, wherein the

2   alternative entity includes one of (A) another ad system or

3   (B) a publisher with which the target document is

4   associated.

1   Claim 40 (new): The system of claim 36, wherein the first

2   means and second means are included in an ad system, and

3   wherein the alternative means is included in one of (A)

4   another ad system or (B) a publisher with which the target

5   document is associated.

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